

P-19: “Don’t be fooled by what you see, tobacco really does make you ugly.”

Venue: Schools

Goal: Preventing Initiation of Tobacco Use

Sponsoring Organization: American Lung Association of Washington - Yakima

Abstract: Sunnyside High School TATU youth successfully applied for a grant from the American Lung Association of Washington for a tobacco prevention project in their school. The TATU teens developed a week-long tobacco education campaign for Sunnyside Middle and High School students. Posters and t-shirts were created with the message “Don’t be fooled by what you see, tobacco really does make you ugly”. During the campaign week, daily morning video and audio announcements were broadcast, containing tobacco facts. Daily lunchtime contests were held and prizes were given for correctly answering tobacco fact questions. The week was designed to stimulate interest in tobacco issues and generated excitement that culminated with the “Piggy Thomas Unfiltered Road Show”. A small number of students participated in pre- and post-tests that demonstrated decreased vulnerability to tobacco use and increased motivation to advocate against tobacco.

Recommendations: Try to involve a diverse youth population in planning and implementation, to provide opportunities for different student groups to relate to the event. Let youth be involved in the planning and implementation of the event to give them ownership of the project. Let them be recognized by the media for their efforts. Allow sufficient time for planning.

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